

# Bhaskar Bhosale

Chief Executive Officer

**Visionary, Strategist & Expert** offering extensive experience in executing **large-scale Business Operations, P&L Management, Account Management, Sales & Business Development** with hands-on experience in **devising winning strategies and methodologies**

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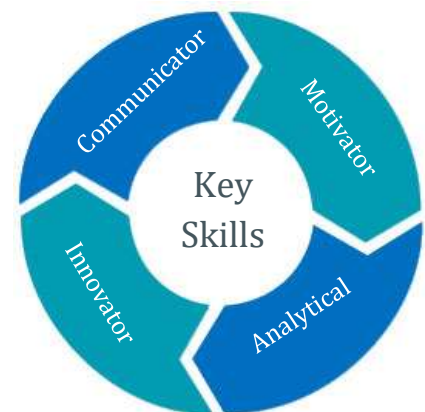
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## Executive Profile

- A **Business Development Professional** offering **over 3 decades** of a successful career with distinguished roles; delivered commended performance in setting up Business activities including budgeting & forecasting across automobile & metal industry
- **Thought Leader**, recognized for successfully **spearheading Global Business Operations**, Direct & Indirect Sales, Opportunity Management, Pipeline & Customer Management, CRM, Key Account Management, Budgeting & Forecasting, Rolling Forecast, Quarterly Forecast, P&L Management, Revenue Collection and DSO, Margin & Backlog Management, Revenue & Provisioning, Opportunity Conversion & Hit
- Ensured **competent resources and recruited profitable talent**: set-up a core executive team to restructure & revamp the set-up by initiating recruitment of young **metallurgists** from reputed institutes and mentored them into becoming future leader
- Formulated a **3-year strategy of doubling the turnover and tripling the profit**, conceptualized a balance scorecard to implement the same
- **Key People Leader**, who has **successfully led and motivated team towards growth and success in the organization**; created a clear & compelling view of future through coaching and execution; extensively coordinated with multicultural & global teams for smooth functions
- Demonstrated capabilities in exploring and driving strategic & tactical decisions, assimilating and analyzing **360-degree view of a situation**, and calibrating internal processes to resonate with outside-in realities. Comprehensive experience in articulating technology solutions, business case & product value proposition
- Excellence in planning the manpower targets of the dealerships, monitoring competitor sales, planning incentive schemes, analyzing dealer profitability & improving dealership operations using the balanced scorecard framework
- Expert in managing entire ecosystem to enhance overall productivity & profitability of the business, supervising complete after-sales for enhancing customer satisfaction
- Established **sales budget, forecast, and business plans to drive revenue growth** signed profitable, long-term customer contracts; Successfully generated business through industrial marketing for various industrial, automobile products
- **People Leader**, known for excellence in leadership through coaching & mentoring talented resources including company's most prominent and strategic sales, supporting them in driving new innovations that enrich branding and reputation for quality of service delivery

## Key Impact Areas

Strategic Planning & Leadership	Decision Making/Strategy Formulation
Concept Selling & Value Proposition	Strategy / Roadmap Development
Stakeholder / Customer Management	Leadership / Networking at C-Level
Account Management & Value Selling	Training & Development



## Education & Credentials

- Post Graduate Masters in Quality Management (M.S.) from BITS, Pilani in 2000
- Post Graduate Masters In Marketing Management (M.M.S.) from Pune University in 1998
- Graduate Degree (Mechanical) from Institute of Mechanical Engineers –Mumbai in 1995
- Diploma (Mechanical) from Govt. Polytechnic, Pune in 1988

## Career Timeline



# Professional Experience

## **Minex Metallurgical Co. Ltd., Mumbai as Chief Executive Officer**

**Aug'18 – Present**

### **Role:**

- Leading a **400 Cr. company** which is a pioneer in the field of Aluminium and Steel alloys
- Optimized the process of financial strategy to achieve sustainable performance
- Established key account management & value selling
- Executed and completed high growth strategic projects and formulated a cross functional team: resource optimization/equipped and motivated employees with appropriate training and development
- Conducted reviews with core team; HODs, for tracking financial performance regularly
- Encouraged financial discipline and understanding, involved operations team for implementation of a detailed financial analysis
- Supporting in development & implementation of Business Strategies, leading to increased efficiency and accelerated sales growth and profitability
- Cultivating strong market knowledge of existing and potential clients and ensuring business growth opportunities aligned to company's strategic plans
- Instituting strategic plans to increase revenue with emphasis on grassroots marketing & tactics to influence buying behaviors which led to increase in no. of B2B clients
- Leading negotiations, coordinating complex decision-making process, & overcoming objections to capture new business opportunities

## **Mahindra CIE Automotive Ltd., Pune as Associate Vice President**

**Aug'06 – Jul'18**

### **Role:**

- Spearheaded P&L for achieving financial results of the business unit of Rs.400 Crores, Topline & EBITA of 10%
- Led a team of 14 people, Support team member of M&A team of Mahindra CIE
- Driven team to improve receivables by reducing DSO from 60 days to 30 days
- Nominated as a member of core think tank of Mahindra group called "BlueChip"
- Driven & deployed strategic plan in-line with global automotive strategy
- Achieved substantial growth in a profitable way within the segment
- Working Capital management–Amended supplier credit days from 30 to 60 & reduced customer credit days from 60 to 30 in FY2011-12
- Managed price correction in Linamar (2016) and led to delta increase of 7-8%; Automotive Axle (Meritor) (2016) 3% by correcting low contribution parts
- Strengthened the leadership position by maximizing penetration along with new business development
- Added new customer base: Daimler, Ford, Linamar, GMin2015-2016
- Increased market share at Mahindra 50% to 60%, Hyundai 60% to 75 %
- Developed innovative solutions to support business ambitions

## **Gabriel India Ltd., Parwanoo as Deputy General Manager**

**Mar'03 – Aug'06**

### **Role:**

- Spearheaded strategic planning, product development, OEM & exports marketing, governance, operations & new business development
- Led marketing & planning for INR 30 Cr. of yearly sales contributing from exports and OEM's and x 100 crores from DANA outsourcing project. Deputation at Dana UK on business development and product engineering assignment
- Increased Non-Auto Sales, focus on engine segment, exports to USA, Europe

## **Degussa India Ltd., Mumbai as Marketing Manager of Automotive Catalyst**

**Apr'01 - Mar'03**

### **Role:**

- Worked with the senior management to devise and implement budgets, sales and marketing plans to meet business objectives across India
- Facilitated new business development with Fiat, Hyundai, General Motors, Maruti Suzuki, Tata Motors Indica and maintain close relationship with key decision makers of the above mentioned Automotive O.E.M.in India
- Understood their needs by regular customer visits and give Inputs to manufacturing plants in South Korea and Thailand
- Formulated business plan for Automotive catalyst Division covering key automotive customers like Bajaj Tempo, Bajaj Auto, LML, Daewoo, Mahindra, Hyundai, Maruti Suzuki Fiat
- Managing new products development of Automotive Catalyst through from concept to launch review scored card parameters like Sales target (Customer wise, Segment wise) profitability, receivables customer complaints quarterly
- Led cross-functional APQP Team for new product development
- Developed & coordinated with Research & Development Team( ERC ), ADD of Fiat, Tata Motors, Toyota Kirloskar, Maruti Suzuki for new business development
- Provided accurate insights about customer, distributors & competitors to Head Quarters in Germany

## **SKF Bearings India Ltd., Pune as Key Account Manager in Automotive Sales division**

**Sep'95 – Mar'01**

### **Role:**

- Managed new product launches-Introduced HUBUNIT of SKF India (new generation product) for first time in TATA MOTORS for cars
- Signed-off Long Term Contract with BAJAJ AUTO for first time in bearing Industry
- **Key Account Management:** Tata Motors, FIAT, DANA Corp., Bajaj Temp Carraro India and L&T John Deer Ltd. ( Approx. 10% of SKF Business)
- Assessed customer requirements and working out sales plan for the western region of India
- Participated in new product development as APQP team member
- Facilitated price and volume development
- Coordinated technical & application engineering support for customer complaint and warranties.
- Handled quality representative of QS-9000 for automotive sales division

## **SKF Bearings India Ltd., Mumbai Senior Sales Executive in after-market division**

**Set'93 – Sep'95**

### **Role:**

- Established customer relationships, formed a dealer base and lead a high growth strategic project to boost sales
- Appointed new dealers

- Increased sales through relationship development & introducing new products
- Conceptualized sales strategy for central region of India and appointed/recruited a dealer to boost sale
- Introduced spherical roller bearing (integrated bearing) first time in India, post which SKF set-up a plant for the same
- Executed dealer audits on regular basis to manage their performance and results
- Conducted primary research/surveys to enable and establish product movements

**Carborundum Universal Ltd., Mumbai as Sales Officer -Bondedabrasive division**

**Jun'91 -Aug'93**

**Role:**

- Led sales through dealers in the western region of India, executed product launches; managed customer relationships across demand chain
- Augmented customer base/ appointed dealers and established a network of sub-dealers
- Maintained valuable relationships with the end customer
- Conducted grinding clinics & dealer seminars

**Batliboi & Co. Ltd., Mumbai as Sales Engineer-Textile air-conditioning division**

**Feb'89 -May'91**

**Role:**

- Managed Sales to customers like Bombay Dyeing & Century textile
- Sold new ideas & concept for custom made application



## Personal Details

**Date of Birth:** 14<sup>th</sup> November 1966| **Languages Known:** English & Hindi

**Passport Details:** Z4249222 **validity:** 08/05/2027

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